

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in How to Complete National Register Forms
Type all entries—complete applicable sections

1. Name

historic The Rose Bowl

and/or common

2. Location

street & number 991 Rosemont Avenue, Brookside Park not for publication

city, town Pasadena vicinity of

state California code county Los Angeles code

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input checked="" type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other: Recreation (Sports)

4. Owner of Property

name Mayor William J. Bogaard, City of Pasadena, City Hall

street & number 100 N. Garfield Avenue

city, town Pasadena vicinity of state California

5. Location of Legal Description

courthouse, registry of deeds, etc. Assessor's Office, City Hall, Room 107

street & number 100 N. Garfield Avenue

city, town Pasadena state California

6. Representation in Existing Surveys

title has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town state

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Rose Bowl is the outstanding built feature of Brookside Park, a Pasadena city park nestled in the Arroyo Seco, a fairly level valley surrounded by high bluffs, which accommodates a variety of other recreational resources. The Rose Bowl, a concrete structure built on a purely elliptical plan, is surrounded by a fence one mile in circumference. Between the fence and the structure itself are planted, appropriately enough, about 3,000 rose bushes of approximately 100 varieties.

The Rose Bowl is plain architecturally, its principal exterior decorative feature being plain columns that support the upper tiers of seats that extend beyond the mounds of earth on which the lower ones rest directly. It measures 880 feet from its north to south rim, on the long axis of the ellipse, and 695 feet from the east to west rim. The circumference around the rim is 2,430 feet. The distance around the grassy area enclosed by the stadium is 1,350 feet; this results in a field space of approximately 79,156 square feet, or a little less than 2 acres.¹

The present seating arrangement features 77 rows that rise in tiers. They are arranged one above another at slightly increasing intervals that give a graceful and genuine "bowl-like" curve to the tiers of seats. (See illustration showing cross-sections.) Myron Hunt, the architect, modeled this feature after the Yale Bowl.² Hunt also relied on the Yale model in the basic construction technique used to erect the Rose Bowl, what he termed the "cut and fill" technique, digging out the field to a depth of 25 feet and using the excavated material to provide fill for the foundation supports of the banks of seats.³

Access to the field for athletes is provided by large tunnels (leading from the dressing rooms) at the corners. Ingress and egress for spectators is by some 30 tunnels that enter the field between the principal lower and upper tiers. The Rose Bowl, as originally constructed, was open at its south end to permit a full 220-yard straightway for a running track extending beyond the Bowl's confines. In that configuration it had only about 57,000 seats. The closing of the south end, in time for the 1929 Rose Bowl Game brought the structure's capacity to 76,000. Further enlargements occurring in 1932 at the time of the Olympics were performed by Hunt; they brought the total to nearly 84,000. Changes in seating in 1949 (101,000) and 1971, including the replacement and rearrangement of the existing seats, have resulted in a present-day capacity of about 104,000.⁴

In considering the historic integrity of the Rose Bowl, the alterations to its original design may be discounted in view of Hunt's belief that additional seating along the sidelines would be necessary, and that he in fact planned for their installation.⁵ The major change, furthermore, the closing of the south end, took place in 1928, only 6 years after construction, and has therefore been dignified by the passage of time. Except for that change, the Bowl has retained its characteristic form and its key structural elements are intact.

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The internal seating arrangement of the Rose Bowl has been much changed. This is a practical necessity because of use and the weather and has been common in other stadiums. This prospect was also addressed by Hunt when he acknowledged the use of semi-permanent materials, mainly wood, in the original seat construction; cost was also a factor.⁶

FOOTNOTES

- 1 Herb Michelson and Dave Newhouse, Rose Bowl Football since 1902 (New York: Stein and Day, 1977), pp. 27-28.
- 2 Myron Hunt, "The Pasadena, California, Stadium," American Architect 128 (10-20-1925), p. 344.
- 3 Ibid., p. 342.
- 4 Michelson and Newhouse, op. cit., p. 28; Jan Furey Muntz, "The Rose Bowl," in David Gebhard, ed., Myron Hunt, 1868-1952: The Search for a Regional Architecture (Pasadena, California: Baxter Art Gallery, California Institute of Technology, 1984), pp. 67-68.
- 5 Myron Hunt, "The Pasadena Stadium," California Life (Summer 1923), p. 18.
- 6 Ibid.

8. Significance

Period	Areas of Significance—Check and justify below			
prehistoric	archeology-prehistoric	community planning	landscape architecture	religion
1400-1499	archeology-historic	conservation	law	science
1500-1599	agriculture	economics	literature	sculpture
1600-1699	architecture	education	military	social/
1700-1799	art	engineering	music	humanitarian
1800-1899	commerce	exploration/settlement	philosophy	theater
X 1900-	communications	industry	politics/government	transportation
		invention		X other (specify)
				(Recreation: Sports)
Specific dates	1922; 1928; 1932	Builder/Architect	Myron Hunt	

Statement of Significance (in one paragraph)

Summary

The Rose Bowl is of outstanding significance in the field of recreation as the long-term site of the oldest and most renowned post-season college football "bowl" game, held annually every New Year's Day since 1916, and in the Rose Bowl since its completion in 1922 (except for one year during World War II). The Rose Bowl is also the outstanding extant historic manifestation of the civic work of the Pasadena Tournament of Roses Association, the sponsor of the city's famed annual New Year's Day flower festival and parade that dates to 1890, and from which the tradition of the accompanying annual bowl game arose. This link is symbolized when the game begins at the conclusion of the parade. In addition, the Rose Bowl was one of the venues for both the 1932 and 1984 Olympic Games.

History

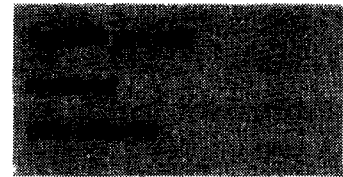
The construction of the Rose Bowl, which the Tournament of Roses Association presented to the city of Pasadena, was a major accomplishment by the association, a civic group open to all Pasadena citizens who wish to participate. It carried on the tradition of the association, which had earlier given Tournament Park to the city and was responsible for a variety of other community improvements.

The Tournament of Roses and the accompanying Rose Bowl football game, today witnessed by about 2 million in person and perhaps 200 million on television, had modest beginnings almost contemporaneous with the establishment of the city of Pasadena. In the late 1880s, Charles Frederick Holder, a local naturalist and author, suggested to the local Valley Hunt Club that the club celebrate New Year's Day and the onset of the orange season by decorating their buggies with flowers and parading in the city.¹ Such a spectacle, resembling the flower festival of Nice, France, appealed to the local citizenry, many of whom were refugees from the fierce midwestern winters of the 1880s.

Word of these annual affairs, conducted in sunshine and banks of flowers while most of the East was shivering, naturally interested and tantalized easterners. The citizens of Pasadena quickly realized their value for attracting tourists

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and even in drawing year-round residents. The festivals became more elaborate and varied, and, in 1895, the Tournament of Roses was founded to take over, from the Hunt Club, the task of managing the affair. "Horses without buggies" and "horseless buggies" were soon added and the floats were divided into competitive classes,² leading to the notion of contest implied in the vaguely medieval expression "Tournament of Roses."

It required but a short leap of the imagination to add sports and athletic contests to complement the "battle of the flowers." Burro, pony, and foot races were the first such events and varied competitions became a semi-permanent fixture of the festival.³ The first post-season "Tournament of Roses" football game took place on January 1, 1902, when the Tournament of Roses committee invited the teams of Michigan, the national co-champion, and Stanford. (Michigan triumphed 49-0.) Ironically, in view of the later history of football in the Rose Bowl, the local fans preferred chariot races the next year, and they were the prime post-parade event until 1916.⁴

In that year, the annual football series began when Brown was beaten by Washington State, 14-0. The introduction of the game as an annual event came as college football was winning a heightened measure of national popularity and developing more modern techniques, including the forward pass. With the exception of two years at the end of World War I, when service teams competed (Mare Island Marines 19, Camp Lewis Army 7, in 1918; and Great Lakes Navy 17, Mare Island Marines 0, in 1919), and 1942, when the game was held at Duke because of wartime defense considerations, the Tournament of Roses Game has been held annually.⁵ Since 1923, the first year the Rose Bowl was available, it has been held there and acquired the popular name of the "Rose Bowl Game"; previously it was held in Tournament Park. The game has been broadcast on coast-to-coast radio since 1927 and on national television since 1952.⁶

Notable teams led by exceptional coaches have been the general rule in the Rose Bowl. The "western" team is the one that has won the season's Pacific Coast Conference championship; the "eastern" team at first was a leading team invited by the "western" team from anywhere else in the country, but since 1947 has been the winner of the "Big Ten." Notable early contests included: the game of January 1, 1925, between Knute Rockne's celebrated 1924 Notre Dame team that featured the "Four Horsemen" (Elmer Leyden, Harry Stuhldreher, Jon Miller, and Jim Crowley) in the backfield and Glenn ("Pop") Warner's Stanford eleven, featuring Ernie Nevers, in which Notre Dame capped its unbeaten season by defeating Stanford 27-10 -- a game in which Nevers, nevertheless, gained more yardage than the "Four Horsemen" combined; those in 1926, 1931, 1935, and 1946, in which Alabama's "Crimson Tide," led by William Wallace Wade in the first two cases and Frank W. Thomas in the latter, captured the Rose Bowl (Johnny Mack Brown, of Alabama, starred in 1926, and went on to a film career, as did Herman Brix [Bruce Bennett] of Washington, who played Tarzan); Georgia Tech's victory over

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California 8-7 in 1929, a game made renowned by "Wrong-Way" Roy Riegels' 64-yard dash to within 6 inches of his own California goal; Columbia's stunning upset of Stanford 7-0 in 1934; Howard Jones' five triumphs with University of Southern California teams (1930, 1932, 1933, 1939, and 1940); and the 1941 game in which Clark Shaughnessy's Stanford team, featuring the "T formation" and quarterback Frank Albert, defeated Nebraska by a score of 21-13.⁷

Pasadena's festival-football extravaganza has set the pattern for a whole array of college and professional football "bowl games" and accompanying pageantry with parades or shows. The major other early college bowl games, with their dates of initiation, are the Orange Bowl (Miami, Fla.)(1933), Sugar Bowl (New Orleans)(1935), Sun Bowl (El Paso)(1936), Cotton Bowl (Dallas)(1937), and the Gator Bowl (Jacksonville, Fla.)(1946).⁸

The Tournament of Roses Parades have developed a traditional pattern, featuring an annual theme. For much of their history, the number of floats has been limited to roughly 60, including usually about 10 commercial floats and 50 that represent communities, States, or countries. Around 20 bands are invited to march. Although the number of floats is limited, each is usually quite elaborate, typically bearing between 100,000 and 250,000 blossoms. Only fresh-cut flowers are permitted, which requires the preparation of the floats in a frenzy of activity during the last days of December.⁹

Following the parade, the Rose Bowl Game begins. The parade follows a 5-1/2-mile route from the traditional point of beginning at the Tournament of Roses House (formerly the William Wrigley Mansion), along Orange Grove and Colorado Boulevards. After the parade, the floats are placed on display at Victory Park at Sierra Madre Boulevard and Paloma Streets, in the eastern part of the city.)¹⁰

Other Sports

The Rose Bowl's renown, while immortally linked to college championship football, also has been enhanced by other sports activities, as well as civic, cultural, and political events that have occurred in it. These have included three "Superbowls" of professional football (1977, 1980, and 1983), the cycling events of the 1932 Olympics¹¹ and some of the soccer events of the 1984 Olympics. In recent years, the Rose Bowl also hosted the games of the Aztecs professional soccer team, and is now in its third season as the home of the UCLA football team.

Myron Hunt, Architect of the Rose Bowl

A long-time resident of Pasadena (1903-52), Hunt designed many structures in Southern California. In addition to the Rose Bowl, they included the Pasadena Public Library, in the city's civic center; the Huntington Art Gallery; the

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Greek theaters at Occidental and Pomona Colleges; the Ambassador Hotel in Los Angeles; Throop Hall, the first building of the California Institute of Technology; the Los Angeles County Museum and Art Gallery; and at least six hospitals. During the military crisis beginning in 1940, he also designed, with his partner H. C. Chambers, complexes at Camp Pendleton, Camp Callan, Camp White, and Camp Rosecrans.¹²

In his work on the Rose Bowl, Hunt studied classical Greek and Roman theaters and stadiums, including that at Pompeii, as well as contemporary examples, including the review of aerial views, of stadiums then recently built or under construction in the United States. As a result of his study, he incorporated certain design elements contrary to prevailing fashion. He built the bowl in a true ellipse and placed the athletes' entrances to the field at the corners, which he judged to be the least desirable locations for seats from the spectators' point of view. He also decided, on the pattern of Greek theaters, to leave the southern end open to permit breezes to enter the field.¹³

Conclusion

The Rose Bowl is certainly of the first rank of importance in the history of American football, as the site of the preeminent (and first) of the post-season collegiate "bowl games." In addition, it merits consideration as a representative of the work of the Tournament of Roses Association and its festival. Some have seen in the Tournament of Roses and other California festivals that developed in the same era an attempt to emulate the ancient Greeks.¹⁴ Whether the festival and related games were consciously imitative or not, they have acquired major significance in themselves and as a model for others.

Other sites connected with the Association do not have as intimate relation to it or do not meet other criteria. Specifically, although the present Tournament of Roses House (former Wrigley Mansion) has been a landmark on the parade route, as its traditional starting point, it has been the headquarters of the Association only since it was bequeathed by the Wrigley family in 1959.¹⁵ The Holly Street Livery Stable, although it was one of the early locations of float assembly for the Rose Parades, does not have a high measure of historic integrity.¹⁶ The Tournament's float shelters near the Rose Bowl in Brookside Park are of recent construction and modern design.

FOOTNOTES

- 1 Nancy Meyer, Festivals of the West (Pasadena, California: Ward Ritchie Press, 1975), p. 11; Robert Meyer, Jr., Festivals U.S.A. and Canada (New York: Ives Washburn, 1967), p. 104.

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- 2 Nancy Meyer, op. cit., p. 12.
- 3 A list of these events and a summary of information on all the Tournaments and Rose Bowl Games appears as an appendix to Herb Michelson and Dave Newhouse, Rose Bowl Football since 1902 (New York: Stein and Day, 1977), pp. 233-256.
- 4 Robert Meyer, Jr., op. cit., p. 204.
- 5 The Great Lakes Navy team of 1919 was especially notable in the development of modern professional football. It included George Halas (formerly of the University of Illinois college team), who in 1921 purchased the team that the next year became the Chicago Bears, and who remained a key figure in the sport for many years, as well as John ("Paddy") Driscoll, James Conzelman, Emmett Keefe, Harold Erickson, and others who were to be among the first stars of the National Football League. Michelson and Newhouse, op. cit., pp. 38-43; Roger L. Treat, ed., Encyclopedia of Sports, 3rd rev. ed. (New York: A.S. Barnes and Co., 1963), pp. 406-407.
- 6 Michelson and Newhouse, op. cit., p. 21.
- 7 Ibid., passim.
- 8 John D. McCallum and Charles H. Pearson, College Football U.S.A., 1869-1973 (New York: Hall of Fame Publishing Company, Inc., 1973), pp. 515-519.
- 9 Nancy Meyer, op. cit., p. 12.
- 10 Pasadena Tournament of Roses Association, Inc., "Questions, Questions -- and the Answers from the Pasadena Tournament of Roses," pp. 1-4. (Information Sheet.)
- 11 Xth Olympiade Committee..., The Games of the Xth Olympiade... (Los Angeles: Xth Olympiade Committee, 1933), pp. 74, 303.
- 12 Obituary, "Myron Hunt," American Institute of Architects Journal, 18 (October 1952), 165-166.
- 13 Myron Hunt, "The Pasadena Stadium," California Life (Summer 1923), pp. 14-18.
- 14 Kevin Starr, Americans and the California Dream, 1850-1915 (Santa Barbara: Peregrine Smith, 1981), pp. 379-380.
- 15 Pasadena Tournament of Roses Association, Inc., "Pasadena Tournament of Roses Wrigley Gardens," pp. 1-6. (Leaflet.)
- 16 Stephen B. Barasch, "National Register of Historic Places Nomination Form, Holly Street Livery Stable," 1979.

9. Major Bibliographical References

SEE CONTINUATION SHEET

10. Geographical Data

Acreeage of nominated property Approximately 10.

Quadrangle name Pasadena

Quadrangle scale 1:24,000

UTM References

A

1	1	3	9	2	4	5	0	3	7	8	0	4	6	0
Zone		Easting						Northing						

C

Zone		Easting						Northing						

E

Zone		Easting						Northing						

G

Zone		Easting						Northing						

B

Zone		Easting						Northing						

D

Zone		Easting						Northing						

F

Zone		Easting						Northing						

H

Zone		Easting						Northing						

Verbal boundary description and justification

The boundary is that line described by the semi-permanent fence enclosing the Rose Bowl.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title James H. Charleton, Historian

organization History Division, National Park Service date October 18, 1984

street & number 1100 "L" Street, NW telephone (202) 343-8165

city or town Washington state DC 20240

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

title _____ date _____

For NPS use only

I hereby certify that this property is included in the National Register

date _____

Keeper of the National Register

Attest:

date _____

Chief of Registration

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